



Scalliwags Pre-School CIO

Social Media Policy

This policy has been created building on the Education People's social media policy template with specialist advice and input as required taking into account the DfE statutory guidance '[Keeping Children Safe in Education](#)' 2021, '[Early Years and Foundation Stage](#) 2021, '[Working Together to Safeguard Children](#)' 2018, and the local '[Kent Safeguarding Children Multi-agency Partnership](#)' (KSCMP) procedures.

The named officer for adult E-Safety is **Tracey Brechtelsbauer**.

The named officer for E-Safety regarding children at the setting are the current Safeguarding Officers, **Carly Austin, Victoria Ridge and Cathy Fuller**.

The purpose of this policy is to safeguard and promote the welfare of all members of the pre-school when using social media. We recognise that online safety is an essential part of safeguarding and acknowledges its duty to protect children and staff from potential harm whilst using social media.

General Policies

We believe everyone should be treated with kindness, respect and dignity. The same is applicable to online behaviour. All members of the pre-school are expected to engage in social media in a positive and responsible manner.

All members of the pre-school are advised not to post or share content that may be considered threatening, hurtful or defamatory to others on any social media service.

Concerns regarding the online conduct of any member of the pre-school on social media will be taken seriously. Concerns will be managed in accordance with the appropriate policies, including anti-bullying, allegations against staff, behaviour, staff code of conduct, acceptable use policies and child protection.

Scalliwags Pre-School CIO

The Village Hall, Bush Road, East Peckham, Kent, TN12 5LL

Telephone: 01892 835980 E-mail: admin@scalliwags.org

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Staff Use

Social Networking Websites

When using such websites during staff's own time and on non-work computers, please ensure you:

- Refrain from identifying yourself as working at the Pre-School.
- Do not breach the law or disclose any of the Pre-School's confidential information, defame the setting, customers or employees: bring the Pre-School into disrepute, or disclose personal data or information about any individual that could breach the Data Protection Act 2018.
- Conduct yourself in a way that is not detrimental to the Pre-School or harm working relationships between employees and service users.
- No current parents to be added as 'friends' on said sites.

Cyber Bullying

The Pre-school is committed to ensuring that all of its employees are treated with dignity and respect at work. Bullying and harassment of any kind will not be tolerated in the workplace. Cyber bullying methods could include using text messages, mobile phone calls, instant messenger services, by circulating photos or video clips or by posting comments on websites, blogs or in chat rooms.

Employees who cyber bully a colleague could face criminal prosecution under various laws, including the Malicious Communication Act 1988.

Setting Reputation

All members of staff are advised that their online conduct on social media can have an impact on their role and reputation within the Setting. Civil, legal or disciplinary action may be taken if staff are found to bring the profession or institution into disrepute or if something is felt to have undermined confidence in their professional abilities.

All members of staff are advised to safeguard themselves and their privacy when using social media. This may include, but is not limited to:



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- Setting appropriate privacy levels on their personal accounts/sites
- Being aware of the implications of using location sharing services
- Opting out of public listings on social networking sites
- Logging out of accounts after use
- Using strong passwords
- Ensuring that staff do not represent their personal views as being that of the Setting

Members of staff are encouraged not to identify themselves as employees of the Setting on their personal social networking accounts; this is to prevent information being linked with the setting and to safeguard the privacy of staff members.

All staff are expected to ensure that their social media use is compatible with their professional role and is in accordance with our policies and the wider professional reputation and legal framework. All members of staff are encouraged to carefully consider the information, including text and images, they share and post on social media. This includes posting on Community pages.

Information and content that staff members have access to as part of their employment, including photos and personal information about children and their family members or colleagues, will not be shared or discussed on social media sites.

Members of staff will notify the Executive Manager immediately if they consider that any content shared on social media sites conflicts with their role. Members of staff should also inform the Executive Manager of any posts from colleagues which could be seen as detrimental to the Setting and their role in it.

Communicating with Children and their Families

Staff will not use any personal social media accounts to contact children or their family members.

All members of staff are advised not to communicate with or add any current family members, as 'friends' on any personal social media accounts.

Any communication from current parents/carers received on personal social media accounts will be reported to the DSL and/or the Executive Manager.

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Any pre-existing relationships or situations, which mean staff cannot comply with this requirement, will be discussed with the DSL and the Executive Manager. Decisions made and advice provided in these situations will be formally recorded to safeguard children, members of staff, and the setting.

Official Use of Social Media

The Setting has an official social media channel on Facebook.

The official use of social media sites by the Setting only takes place with clear educational or community engagement objectives and with specific intended outcomes and once the use has been formally risk assessed and approved by the Managers prior to use.

Official social media sites are suitably protected and linked to our website. They are set up as distinct and dedicated accounts for engagement purposes only. Staff use setting provided email addresses to register for and manage official social media channels. Leadership staff have access to account information and login details.

Official social media use will be conducted in line with existing policies, including but not limited to anti-bullying, image/camera use, data protection, confidentiality and child protection.

All communication on official social media platforms by staff on behalf of the setting will be clear, transparent and open to scrutiny. Public communications on behalf of the setting will, where appropriate and possible, be read and agreed by at least one other colleague.

Parents/carers will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.

For safeguarding reasons official social media use does not have identifying features of children in any of the posts. Should the setting intend to use social media with children, activity will be moderated if possible and written parental consent will be obtained as required.

We will ensure that any official social media use does not exclude members of the pre-school who are unable or unwilling to use social media channels.

If members of staff are managing or participating in online social media activity as part of their capacity as an employee of the setting, they will:

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- Read and accept our acceptable use policy
- Be aware they are an ambassador for the school/setting
- Be professional, responsible, credible, fair and honest, and consider how the information being published could be perceived or shared.
- Always act within the legal frameworks they would adhere to within the workplace, including libel, defamation, confidentiality, copyright, data protection and equalities laws.
- Follow our image use policy at all times, for example ensuring that appropriate consent has been given before sharing images.
- Not disclose information, make commitments or engage in activities on behalf of the setting, unless they are authorised to do so.
- Not engage with any private or direct messaging with current or past children or their family members
- Inform the manager or DSL of any concerns, such as criticism, inappropriate content or contact from children or family members.

Policy Monitoring

As a setting we understand that technology can develop quickly, and it can be unreasonable to expect policies to be adapted with every new change that comes with technology. With this in mind, the Executive Manager is responsible for keeping up-to-date with technological developments and adapt and review policies as necessary on an 'as and when needed' basis. The policy will be reviewed formally at least annually, and as required by any national or local policy updates.

Monitoring compliance with the policy will be done through the designated persons reviewing on a day-to-day basis, and noting any breaches and dealing with them accordingly, Staff will be reminded of their obligations and any change to policy through training.

Responding to policy breaches

Staff are informed of the need to report policy breaches or concerns in line with existing setting policies and procedures.

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After any investigations are completed, Management will debrief, identify lessons learnt and implement any policy or curriculum changes, as required.

All members of the pre-school will respect confidentiality and the need to follow the official procedures for reporting concerns.

Children's parents and staff will be informed of our complaints procedure and staff will be made aware of the whistleblowing procedure.

If we are unsure how to proceed with an incident or concern, the DSL or Executive Manager will seek advice from the Education People's Education Safeguarding Service or other agency in accordance with our child protection policy.

This policy was adopted at a meeting of

Held on _____ (date)

Date to be reviewed _____ (date)

Signed on behalf of the management
committee

Name of signatory

Role of signatory

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